XAVIER UNIVERSITY OF LOUISIANA

IDENTITY
GUIDELINES

UNIVERSITY COMMUNICATIONS POLICIES
COMMUNICATIONS · GRAPHICS· DIGITAL MEDIA

TABLE OF CONTENTS

WHAT WE DO

University Communications strives to promote Xavier University of Louisiana by informing, educating, and engaging external and internal stakeholders. Our mission is to ensure that Xavier's existing stakeholders and new audiences are aware of and adequately knowledgeable about Xavier, its performance, mission, commitments, plans and successes. We also aim to build trust with the community and position Xavier as a prestigious university.

Working together, we will ensure that Xavier's voice and messages are effectively crafted and disseminated to all stakeholders whose knowledge and support are essential for our continued success and are fully aligned with the mission, vision, goals and objectives.

REQUESTING ASSISTANCE FROM UNIVERSITY COMMUNICATIONS

University Communications is the official steward of the institutional brand, manages digital presence and advertising and expands recognition via an integrated approach.

To request assistance from University Communications, please email xula1925@XULA.edu, call (504) 520-5214, email your liason or ldrose@xula.edu, or visit our service desk at Marketing Help Desk Ticket. This allows the staff to track and ensure that all projects are completed in a timely manner. This service desk was conceptualized, designed, and launched in collaboration with IT to better manage workflow in the department and monitor the progress of requested support from the University Communications. This is our way of better serving the needs of the entire university.

PUBLICITY & NEWS RELEASE PROCEDURES

The requesting department head must first approve requests for consideration. Many forms of promotion are available, including news releases, media interviews, public service announcements, community outreach, employee engagement support and public outreach efforts.

All media have the option to use or not use the information sent to them. Paid advertising is the only guaranteed way to promote your program or event exactly when and where you prefer.

University Communications manages paid advertising for university-wide campaigns and serves as an advisor on department campaigns. All paid advertising campaigns must first be approved. This includes the selection of ad vendors, placement and content of advertisements. The requesting department is required to pay for all paid physical and digital advertising.

All news releases are distributed by University Communications using email to target newspapers, radio and TV stations, specialized publications and digital media. Depending on the type of announcement, this information may be distributed to an extensive list of community contacts and elected officials on a local, regional, and national level.

To publicize an event through a news release, send the pertinent information (who, what, where, when, and why) to University Communications. Materials describing more detailed event information, such as biographies, are also useful in preparing news releases. Ideally, notification and/or information should reach us a minimum of six weeks in advance of an event, announcement, appointment, or other news regarding the university. For optimal coverage, information should be provided eight weeks in advance of the promotional period.

Staff engaged in personal endeavors that draw an association with the university promoted in the community, press, or social media must submit details of those activities and promotions for review to determine if the name or image/likeness of the institution can be associated with the event, work, or product due to brand compliance guidelines.

Outside events hosted at Xavier and using the name or image/likeness of the university in promotions must be submitted for review. University Communications will determine if the institution's name or image/likeness can be associated with the event due to brand compliance guidelines and if cross-promotional opportunities would benefit the university.

PUBLICITY & NEWS RELEASE PROCEDURES (CONT.)

Members of the working press covering a Xavier-associated event must be routed to University Communications for vetting and must be given the contact information for the office as the primary contact for media access to facilities and official source of general information regarding the university. University Communications is the only department that is authorized to send out press releases to the media.

SWAG ITEMS

University Communications has swag items on-hand and available by request. Department-specific swag items will come from that department's budget.

Faculty and staff not identified as official spokespeople by the university are not authorized to speak to the media or on social media as official representatives of the university.

Independent personal endeavors of administrators or staff must be submitted for review only if Xavier University is mentioned in promotional or biographical information. You may be required to include a disclaimer on these works that it is not an official publication, representation, or the opinion of the university.

Administrators, faculty and staff engaging in independent civic or political activities may not represent their roles on committees or in these endeavors as officially representing the university unless appointed as a representative by a member of the Cabinet.

FOR PUBLICITY & NEWS RELEASES

Point of Contact: Leslie D. Rose • ldrose@XULA.edu

APPROVAL

All requests must be approved by the respective department heads. Final press releases require the approval of University Communications. Some media releases may additionally require approval.

PRESS INQUIRIES POLICIES & PROCEDURES

The president of the university is the primary spokesperson. The provost, members of the cabinet, and deans are secondary spokespeople. Faculty and staff may be called upon to speak on behalf of the institution as determined by subject. University Communications will serve as the initial contact point for all press inquiries. ***Media should <u>not</u> be contacted to place stories regarding any Xavier-affiliated news outside of University Communications.***

In most cases, a reporter who is writing a story or wants specific information on a topic will need to speak to the appropriate technical expert. In these cases, we will schedule interviews with said expert. Technical experts will need to be briefed by University Communications prior to interviews. A University Communications staff member will attend all media interviews. All information to be shared with the media must be vetted by our staff.

GUIDELINES AND PROTOCOLS

Under no circumstances should Xavier faculty or staff (outside of the University Communications office) initiate contacts with the press or grant interviews, directly respond to press inquiries, or release documents for publication or broadcast without the prior approval of University Communications.

MEDIA TIPS

In some cases, a reporter may contact a member of the Xavier faculty or staff directly. If a reporter contacts you, please notify University Communications with the name of the media and the reporter, along with the nature of the inquiry.

If a reporter from a newspaper, radio, or television station calls and asks you to comment on a breaking story, your response should be:

"I would be happy to refer you to the appropriate person to respond to your inquiry." Refer them to the University Communications staff and then let us know who called and what they wanted immediately. Do not delay informing us of any media contact. Be sure to take down the name, media station and phone number of the caller and forward this information when you contact us.

PRESS INQUIRIES POLICIES & PROCEDURES (CONT.)

When you are authorized to talk to a reporter,

- You are never off the record.

- Just answer the question directly and as briefly as possible.

- Don't continue to talk, even if the reporter pauses. This can be a technique to get you to say more than what is necessary.

- Do not respond to hypothetical questions. Only discuss facts.

- Don't simply agree with a reporter's statement.

- Don't let reporters put words in your mouth.

- Give your own answer clearly and concisely.

Sometimes stories do not come out as you expected. University Communications monitors media coverage daily and will work to correct inaccuracies and counteract any negative publicity with positively placed stories.

FOR PRESS INQUIRIES:

Point of Contact: Leslie D. Rose • ldrose@XULA.edu

PROCEDURES FOR PROMOTION & ANNOUNCEMENTS

RECOGNITION FOR XAVIER FACULTY, STAFF, OR STUDENT

I have a good story about a Xavier accomplishment. How do I publicize it?

We handle all publicity for Xavier events and publicity for faculty, staff, and student accomplishments, which can be publicized through several mediums, including news releases, newsletters, web stories, and social media.

Information about student, faculty, and staff accomplishments should be submitted to us at least four weeks prior to when you want it published, via a possible press release, web story or both. Include all relevant information in your submission.

EVENT PUBLICITY

I have an event coming up. How do I publicize it?
Xavier University events can be publicized in the following ways:

- Events are included on the University Calendar (visible on the home page of XULA. edu)

- Events/Announcements may be publicized through the Xavier Newsroom and in the newsletter.

Our newsletter is the official vehicle for communicating non-urgent announcements and info to

faculty, staff, and students. If you have an announcement or info about campus event that you wish to submit for inclusion, please send it to xulanews@XULA.edu. Please submit a help desk ticket for brand-compliant flyers in a timely manner in accordance with our turnaround policies. If your submission includes a flyer, it should be in .doc, .pdf, or .jpg format. Self-designed flyers are subject to change and approval by the our Graphics team to comply with university branding guidelines. Please note that requests for blast emails about individual events cannot be honored.

Point of Contact: Leslie D. Rose • ldrose@XULA.edu • 504.520.7385

CRISIS COMMUNICATIONS PROCEDURES

A crisis is a situation that requires immediate and coordinated action. It also is a situation that significantly impacts the institution's operation or affects its image within the community.

At the direction of the president, the cabinet and the board of trustees, a crisis team of key personnel will handle the emergency, establish clear lines of communication, and appoint a spokesperson who will handle all media contacts and public statements.

All students, faculty, and staff are expected to refrain from discussing crisis situations with the media, on social media, or in the greater community. Xavier University of Louisiana has a crisis communication plan in place.

FOR CRISIS COMMUNICATIONS:

Point of Contact: Leslie D. Rose • ldrose@XULA.edu • 504.520.7385

VIDEO OR PHOTO OPPORTUNITIES PROCEDURES

In-house photo/video opportunities are not guaranteed coverage due to scheduling conflicts. We can assist you in securing vendors under your budget code.

Requests for university photography must be submitted via email to LDRose@XULA.edu at least 14 business days prior to your department's event. All details, including who, when, where, the intended purpose of the photographs and the essential photography needs must be provided. If approved, photos will be shared electronically via email or an online photo bank after the event. Any photo print orders are the responsibility of the requesting person or department. All invoices and photo print orders are the responsibility of the requesting person or department.

APPROVAL

All requests must be approved by the respective department Directors/VPs.

PUBLICATIONS POLICY

University publications are those materials that use the Xavier University name or logo, are distributed externally, and/or are paid for with Xavier funds. Examples include brochures, flyers, invitations, newsletters and more. This does not include internal departmental publications, letters, memorandum, or other personally signed communications.

This office is responsible for the quality and production of university publications. The publication policy aims to establish consistency and accuracy and provide a positive identity for Xavier.

We review the content, design, and purpose of all publications.

Any printed piece intended for distribution to a mass audience must be coordinated through University Communications.

PUBLICATION PROCEDURES

Planning and Production: Contact us early in the planning stages of your publication to arrange a meeting. Allow sufficient time for writing, editing, typesetting, designing, bidding and printing of your publication. In most instances, outsourced design work may be recommended due to the nature of the project or the workload. Fees associated with outsourced design work are the fiscal responsibility of the requesting department.

Be prepared to discuss your publication's intended audience, deadline, budgeted amount, and plans for distributing the publication.

WHAT IS INVOLVED

Time: While the complexity of jobs varies, publications require anywhere between 4 weeks to 4 months.

Cost: In these cases, planning, editing, designing, and typesetting are provided by University Communications. However, the office originating the publication must pay any associated printing costs, binding, and other production services. For publications that an external printer must print, we must have your purchase order (PO) number before the publication can be delivered to the printer. The office requesting print production is responsible for funding their respective print fees and securing the PO from the Fiscal Office.

Copy: The office or department requesting a printed piece is responsible for providing an original draft of the content. University Communications will review and edit the draft copy in compliance with style and policy guidelines. You may also bring in a rough outline for review. Please proofread the copy carefully, as major changes made after the publication is in production are costly and cause delays. Any mistakes that need correcting or changes after the print production that will require a reprint is at the expense of the requesting department.

PUBLICATION PROCEDURES (CONT.)

Approval: Final approval of information rests with the department or office initiating the request. All requests must be approved by the respective department Directors, division chairs and, in some cases, the President or the Provost. The final layout and copy require the approval of University Communications and the requesting department Director.

Schedule: Major institution publications have priority. As a rule, departmental publications are logged onto the production schedule on a first-come, first-served basis. Items already on the schedule have priority over rush jobs.

PRODUCTION, FILM, AND VIDEO POLICIES

Xavier understands the importance of the film industry to the local economy and the benefit it can provide to our students interested in a career in film and film production. However, film production on campus is permitted only if it does not interfere with normal university business and/or previously scheduled events. All filming must be approved at least three weeks in advance to limit disruption of the normal campus schedule and to approve scripts and concepts in advance of permitting to ensure proper use of the Xavier University of Louisiana brand identity.

Scheduled university events, regardless of size, take precedence over film shoots in determining location availability.

A Location Permit is required to film on campus. The Location Permit can be approved only when all of the appropriate procedures and requirements have been met. Use of any location can only be approved with the consent of the impacted university units or buildings and consideration of the impact on surrounding areas and activities.

REQUESTS FOR PERMITS

Requesters for a Location Permit must complete the appropriate application. This application and complete script (if applicable) shall be submitted to University Communications. Upon receipt, the completed application and script will be forwarded to a core committee that will include a representation of affected units or buildings for review and project approval.

FEES & COSTS

Location fees, brand/likeness management, trademark licensing and operational costs will be charged based on several variables. The length of the shoot, locations involved, and types of services needed are all considered in determining the total operational costs. Other forms of media may be subject to this fee and will be handled on a case-by-case basis. These will be billed at actual cost.

PRODUCTION, FILM, & VIDEO POLICIES (CONT.)

ALTERATIONS TO PREMISES

Production companies may not make any alterations to the university's premises (either temporary or permanent), including trimming, cutting or removing natural features such as trees and shrubs, without the express written approval of the university. Production companies will leave the university's premises and all property of any kind located therein in as good order and condition as they were immediately before production. Production companies will be responsible for paying for any expenses to restore the university's premises to its original condition.

UNIVERSITY IDENTIFICATION AND APPROPRIATE USE OF CAMPUS IMAGES

No identification of Xavier. as a location is permitted, except in instances when the specific use is submitted for prior approval by University Communications. The request will only be approved when it is deemed to be in the university's best interests.

Identification includes but is not limited to trademarks, icons, recognizable university landmarks, and the use of merchandise containing trademarked images/logos (i.e., flags, apparel, posters, miscellaneous items containing logos, etc.). Identification also includes verbal references on film.

FILMING AND ATHLETICS

Under no circumstances is the production company to film or use any information images/names/biographical information pertaining to any current university intercollegiate athlete for any purpose. Appearing in a commercial production that identifies them as university intercollegiate athletes may jeopardize their NAIA eligibility.

PRODUCTION, FILM, & VIDEO POLICIES (CONT.)

CANCELLATION

If written notice of cancellation for an approved location permit is received before the production begins, then the production is liable for any actual costs incurred by the university as of the receipt of the cancellation notice. The university shall have the right of cancellation if the agreement holder is deemed insolvent or, in the university's sole opinion, shall fail to perform any material term in the agreement after having received written notice from the university to do so. If, for any reason, Xavier determines any aspect of the production is not in the best interest of Xavier University of Louisiana, or that it is defamatory in any way, an agreement may be terminated.

EXCEPTIONS TO POLICY

Student projects do not require a permit. Incidental filming includes uses such as filming for non-commercial or internal use, class projects, or personal use. This filming requires no special services and does not in any way disrupt the normal functioning of the university. This filming cannot be used for commercial purposes after the fact without written permission from Xavier University of Louisiana.

PRODUCTION, FILM, & VIDEO POLICIES (CONT.)

BRAND-COMPLIANT VIDEOS

- Xavier has a fan base inclusive of alumni, students, family, and friends. As a result, there is a tremendous amount of Xavierite-generated video content on the internet.

- When you create video content for your unit, the following components must be included for university approval:

- All official and brand-compliant Xavier videos must be accessible with the inclusion of either closed captioning or by providing a written transcript of the audio. This includes videos posted on social media and YouTube. Most social media platforms provide automatic captioning, but it is important to manually check the accuracy of these captions after your video is posted.

- Media is welcome to embed Xavier videos and audio from our account, but as a general rule, Xavier University of Louisiana does not grant permission to alter or edit university footage.

- University Communications governs the design, content, approval, and production of reputation-defining university communications that reflect, support, or promote the mission and vision of Xavier as a whole or with regard to specific departmental programs.

- This policy exists to preserve, protect, and enhance Xavier's image by presenting the university in a clear, unified, consistent, and memorable manner.

- The university requires us to review and approve all contracts with vendors for video, radio, and multimedia productions. If the project is approved, the unit must supply a rough edit to us to approve at the end of the production process.

- Submit the video to xulanews@XULA.edu.

- Submit video via YouTube (as an "unlisted" video) or another private video viewing platform (Vimeo, etc.). Allow up to three to five business days for approval. If edits are necessary, please resubmit your video for final approval once the changes have been made.

PRODUCTION, FILM, & VIDEO POLICIES (CONT.)

TIPS FOR SHOOTING ON YOUR PHONE

Turn your phone SIDEWAYS.

- If filming with your phone, film horizontally and not vertically to achieve the most natural-looking and cinematic footage. The exception is if the platform where you are posting your footage is mainly vertical and thus should shoot vertically (Snapchat, Instagram stories, etc.).

Keep it stable

- Use both hands to film with your phone.

- Lock your elbows into your body. Your body will then act as a tripod, and you will have much more stabilization in your shot.

- If you want the shot to have motion, with locked elbows, move your entire upper body with the camera while keeping your feet locked to the ground.

Use the Rule of Thirds

- Divide your image up into nine equal parts, like a grid (most phones and cameras have a grid feature you can turn on). The theory is that if you place points of interest in the intersections, or along the lines, your photo becomes more balanced and will enable a viewer of the image to interact with it more naturally, rather than a center-framed shot.

Work with the light

- When filming something outdoors, try to find a position where the sun evenly lights the scene you want to capture. If some parts of the shot look too bright or too dark, change your position or angle to achieve the shot you want where everything is well lit.

PRODUCTION, FILM AND VIDEO POLICIES (CONT.)

Have a variety of shots

- A video made up of many shorter clips often makes a more interesting watch. You can highlight smaller details, not just the overall scene.

- Think about what other shots you can get to complement your main shot. It can be as simple as shooting your subject both from close up and farther away, or getting someone to repeat an action so you can capture it from a variety of angles.

Manually set exposure and focus

- Press and hold an area of the screen to activate the AE/AF Lock function.

- With a smartphone, the AE (Auto Exposure) Lock is the most important because you don't want to keep changing the exposure while you're filming.

Check your audio

- Move close to your subject to avoid picking up ambient noise (wind, cars, etc.) as much as possible.

- Most modern phones have on-board audio recording capabilities, so hold your phone delicately so you do not cover up any mic spots on the device. However, using a dedicated mic will produce better audio quality.

- If using your phone to film, turn to airplane mode to avoid notifications tones while recording.

PRODUCTION, FILM & VIDEO POLICIES (CONT.)

Lower Thirds

The captions used to identify people, locations, or otherwise provide context on-screen are called the lower thirds. This is another opportunity to brand official video content. The following typographic standards should be applied to your video's lower thirds.

Xavier's lower thirds are typically two-tiered but can be three-tiered. This means that there are two to three levels possible, with each level having a specific typographic style.

- The first tier should consist of only one line of text. In most cases, the first-tier is a person's name. Use Montserrat semi-bold with a font size of 57.

- The second tier can be multiple lines of text, but more than two would be unusual. This tier is used to explain the first tier and is usually a title, department, or some other identifier for the person or featured subject matter.

- Use Montserrat Regular at a font size of 37, or roughly half the size of the first tier text.

- For small amounts of copy, use all capital letters. If your second tier consists of multiple lines of text, you should use uppercase and lowercase letters for better legibility.

- Consider the length of time your information will be on screen when composing second and third-tier information. Ensure it's not more information than the average person can read in the allotted time.

- Lower thirds may be located in any corner of the title-safe area. Despite the name, they are not restricted to the lower portion of the screen.

DRONE POLICY

As unmanned aircraft systems ("UAS" or "drones") become more and more popular and affordable, Xavier University of Louisiana makes provision for UAS to operate on campus both for the benefit of the university and for student and employee recreation. This policy is designed to make sure anyone who flies a UAS on campus or at off-campus events follows FAA rules and operates in a way that ensures the safety of everyone at Xavier. All drones must be approved by campus police and University Communications. If you have hired a photographer, please advise them to this policy.

- Drone operators ("Operators") must register the drone with the campus safety office and sign a damage waiver before operating any drone on campus. Drone operators are responsible for any damage caused by operation of the drone. Operators must complete the registration and waiver form and submit it to campus safety.

- Operators must follow all applicable FAA rules when flying a drone on campus.

- The Operator of any drone operated on campus for commercial purposes (e.g., paid for flying a drone) must be licensed by the FAA and provide an insurance certificate acceptable to Xavier.

- Operators may not use a drone to look through building windows or harass anyone.

DRONE POLICY (CONT.)

UAS FLIGHT REQUIREMENTS

All Operators of unmanned aircraft systems must follow all Federal Aviation Administration (FAA), and all other federal, state, and local government laws and regulations, and Xavier University of Louisiana policies when operating on campus or at off-campus college events— including the following:

- The Operator must maintain visual contact with the UAS at all times (first-person camera view does not meet this requirement).

- The UAS may only be flown during daylight hours.

- The UAS must maintain a minimum altitude of 15 feet above ground level when flying over people.

- The UAS may not exceed a ground speed of 50 mph or an altitude of 300 feet above ground level.

- Privately operated UAS must yield the right-of-way to Xavier University of Louisiana aircrafts.

- If manned aircraft(s) are operating in the area (such as a medical helicopter), all UAS shall land immediately.

- The UAS may not be operated in a careless or reckless manner.

- The Operator may not operate the UAS if they have any physical or mental condition that would interfere with safe operation.

- The UAS may not be controlled from a moving vehicle.

- Any UAS weighing more than 0.55 lbs may not be flown inside buildings except for classroom instructional purposes, with prior written approval of the instructor.

- No UAS may be used to monitor or record areas where there is a reasonable expectation of privacy in accordance with the law and accepted social norms.

- These areas include but are not limited to restrooms, locker rooms, individual residential rooms, changing or dressing rooms, and health treatment rooms.

DRONE POLICY (CONT.)

- The UAS may not be used to monitor or record sensitive institutional or personal information which may be found, for example, on an individual's workspaces, on a computer or on other electronic displays.

- The UAS may not be used in a way that could reasonably be considered harassment (such as "buzzing" a person).

AIRCRAFT REQUIREMENTS

All UAS operating on the Xavier University of Louisiana campus or at college events must meet the following requirements:

- Weigh less than 4 lbs. (unless authorized in writing by campus safety).

- Be registered with the FAA and marked according to FAA regulations.

- Be maintained in good working condition.

- Be inspected by the Operator before each flight to ensure safe operation, including:

  - Guidance and GPS systems.

  - Operating lights.

  - The radio connection between the control station and UAS.

  - Sufficient battery charge.

  - All physical parts (propellers, etc.).

PRIVATELY OR COMMERCIALLY OWNED UAS

I. All privately or commercially owned UAS must be registered with the Xavier Marketing and Communications Department.

- All UAS owners planning to fly for hobby, recreational or educational use must sign a waiver in a form provided by Xavier and submit the form to campus safety, taking responsibility for all damages and injuries caused by their UAS.

DRONE POLICY (CONT.)

- Prior to operation of the UAS for commercial purposes, the Operator must submit to Xavier a certificate of insurance as proof of liability and property damage coverage with minimum coverage limits of $1,000,000.00 per occurrence and $2,000,000.00 aggregate, listing Xavier University of Louisiana as an additional insured, not merely as certificate holder.

- All Operators must acknowledge the following: I (the Operator) understand that flying a UAS is an inherently dangerous activity, and I knowingly and voluntarily assume all risks involved with operating the UAS on Xavier's campus and at college-sponsored events. I will defend, hold harmless and indemnify Xavier University of Louisiana from and against any and all claims, causes of action, injuries, litigation, damages, costs, and expenses, including but not limited to physical, emotional and property damage claims and invasions of privacy claims, and including any attorneys' fees and court costs. I further agree to hold harmless and indemnify Xavier University of Louisiana from and against any and all damages to any UAS or any related equipment owned by me.

II. Privately-owned UAS used for hobby or recreational purposes that are exempt from licensure per FAA regulations need not be licensed; however, Operators must still register their UAS with Xavier and abide by this policy.

III. If the UAS will be recording photographs or video, the Operator must obtain a photo and video location release from the Xavier University of Louisiana Marketing and Communications Department. Any photographs, video, and/or other media obtained or recorded by any UAS on campus and/or at any event sponsored by Xavier shall be and remain the exclusive property of Xavier University of Louisiana.

IV. Xavier will not repair or replace privately-owned UAS or related equipment damaged while being used for educational purposes.

SOCIAL MEDIA POLICY

SOCIAL MEDIA CHANNELS

Xavier University of Louisiana (@XULA1925) is the only official, proprietary source of Xavier information. All of the platforms are used for marketing purposes, including curated and promotional/recruitment content and customer experience (students, potential students, stakeholders, donors and alumni), including questions, commendations, and feedback. Despite general marketing and communication purposes, each channel has specific tasks with regard to messaging, outreach, and communication with customers.

I.   **Facebook** is utilized for curated and promotional content, news, public service announcements, event reminders, and social media marketing.

II.   **Instagram** is utilized to tell @XULA1925's story through interesting and significant images. This channel has a strong brand reach and student/stakeholder engagement.

III.   **YouTube** is utilized for posting videos that feature Xavier University from internal or local sources.

IV.   **LinkedIn** is utilized to showcase news, public service announcements, and other high-level content suited for a professional audience.

V.   **TikTok** is utilized for short curated or promotional content and for connecting to prominent social media influencers who extend the reach of the Xavier brand.

SOCIAL MEDIA POLICY (CONT.)

SOCIAL MEDIA POSTS AND COMMENTS

At all times, all employees, students or representatives who can be identified as having any association with Xavier must be conscious of upholding the image, mission and brand of Xavier when posting content, opinions or commentary on social media. All posts referencing Xavier must reflect the curriculum or department's events and accolades only. Employees and students who use social media must do so responsibly, in compliance with all legal and Xavier institutional policies. Employees may freely disclose their affiliation with the Xavier University of Louisiana, granted that disclaimers are set freeing Xavier University of Louisiana from any intellectual investment in the post.

- Dishonorable content such as racial, ethnic, sexual, religious, and physical disability slurs are not tolerated.

- Employees are not allowed to disclose information that is financial, operational and/or legal in nature, as well as any information that pertains to students, administration or any Xavier-affiliated constituents and stakeholders.

- Content pertaining to sensitive company information (particularly those found within Xavier University of Louisiana internal networks) should not be shared to the outside online community. Divulging information or spreading propaganda regarding matters such as the university's design plans, internal operations and legal matters are prohibited.

- Proper copyright and reference laws should be observed by employees when posting online.

- Xavier University of Louisiana reserves the right to require amendment or deletion of any misleading or inaccurate content depicted in social media posts or any social media posts violating the code of conduct.

SOCIAL MEDIA POLICY (CONT.)

Under no circumstances should social media posts or commentary contain political criticisms, political agendas, taunts to media or other community and political stakeholders/counterparts, vulgar images or language, or any content unrelated to the positive promotion of Xavier and its academic initiatives.

Under no circumstances should any internal Xavier information or initiatives be released to any external source, including digital media sources, prior to approval from the department superior. This includes any commentary on media articles or media sources that suggests or insinuates a non-neutral stance on topics that can in any way be attributed to Xavier.

Under no circumstances should any pages or accounts be started on behalf of Xavier University or organization without prior approval from the VP or division chair as well as the University Communications. Sanctioned Xavier social media accounts must use an official XULA.edu group email; no personal accounts may be used.

- Any sanctioned Xavier social media accounts must have an assigned university employee appointed to manage and monitor the content, observing all copyright, fair use laws and university policies.

- All logins and passwords to any social media page that speaks on behalf or represents Xavier in any way must be released to the department heads, their designees, and if desired University Communications for safeguarding.

- The university reserves the right to deactivate any university-related social media pages that misrepresent Xavier; release inaccurate, misleading, or confidential unauthorized information.

SOCIAL MEDIA POLICY (CONT.)

SOCIAL MEDIA POSTING AND CREATIVE REQUEST WORKFLOW PROCEDURES

A digital audit of the Xavier brand online and in digital media indicates the need to consolidate and reduce the number of Xavier accounts to prevent clutter of the digital space and ensure accurate and approved information is released as associated with the Xavier brand. A member of the University Communications staff will be contacting social media account managers to assess the continuation of accounts based on the survey results. Any account using an official mark, image, wordmark or the university's name must receive prior authorization to avoid trademark infringement and safeguard the institution's brand.

Social media platforms such as Facebook, Instagram, Twitter, Snapchat, and others are for communicating messages valuable in positioning our brand to the external community and should not be used to share internal information. Apps and platforms developed and managed by ITC, such as the portal, XULAGO, and Bannerweb are useful for these internal messages.

Final approval

- All social media channels created and used for official Xavier communications must be approved by the University Communications. Failure to obtain approval could result in that account being terminated if it does not adhere to or meet the university's standards and/or the guidelines outlined in this policy.

Use of the Xavier seal as a profile photo

- Use of the Xavier seal is not permissible as a profile photo or on a blog unless express written permission is granted by University Communications, and neither is the use of a school or unit seal (or logo) without the express written permission of the school or unit to which the initiative/office/department reports.

SOCIAL MEDIA POLICY (CONT.)

Examples of situations where using social media can create unintended harm to Xavier or a member of the Xavier community, or may violate laws, regulations or Xavier policies:

- **HIPAA/FERPA violation:** You are a staff assistant in University Health Services. You use your cell phone camera to take a picture of some colleagues in your workspace and post the picture to the department's Facebook page. However, the picture contains the image of a student receiving medical services in the background, and some confidential medical documents are legible on your desk area. In this situation, you should have taken steps in advance to prevent the exposure of confidential medical or student information.

- **Activist Groups:** You "retweet" a Twitter message posted by an activist group using your department's official Twitter account. However, the tweet contains a link to an outside website that disparages university leadership. In this situation, you should have taken advance steps to ensure that the material you posted to authorized social media accounts at the university did not contain material that reflects negatively on the university or members of the university community.

Social Media in Crisis Situations

- During an emergency, social media account managers should continuously monitor social media accounts for misinformation or questions, as it is critical to answer or dispel false information quickly. If you cannot handle a question or are unsure of messaging, contact University Communication.

- During any type of crisis, emergency, or tragic event that impacts the university, campus units should refrain from making normal posts and should consider whether the current situation warrants a more somber style of posting. Any previously scheduled posts should be reviewed and reconsidered. Our team can provide guidance if a social media account manager is unsure of how to proceed. We may also use the social media directory list to reach out with guidance.

SOCIAL MEDIA POLICY (CONT.)

Cross Promotion

- We maintain social media channels representing the entire university. The channels are managed with the intent of promoting Xavier's mission, services, programs, and academic offerings. We often utilize content specific to a college, department, or auxiliary in these endeavors.

Media Relations

- Social media account managers must be cognizant of the fact that members of the media often monitor social media channels. Consultation with our team is not a requirement to publish content within social media channels, but if the content specifically targets media outlets, communicators should consult us prior to publication.

Digital Millennium Copyright Act (DCMA)

- To avoid violating the DMCA, you should not use content obtained from the internet unless the copyright holder gives permission or if the application of the content falls under Fair Use exceptions.(**http://copyright.gov/legislation/dmca.pdf**)

Fair Use

- Acknowledging the source of the copyrighted material does not substitute for obtaining permission. Social media account managers should strive to obtain permission when using copyrighted content. If permissions are not obtainable or cannot be obtained in a timely fashion, proper consideration should be given to the Fair Use doctrine. If any uses defined by the doctrine cannot be clearly identified, the content should not be used. (**https://www.copyright.gov/fair-use/index.html**)

WEBSITE POSTING

University Communications is responsible for the quality of the face of the university website. We do not manage the technical function of the website. The goal of the posting policy is to establish consistency and accuracy, and to provide a positive identity for the institution online while establishing guidelines for posting information to the website.

All web pages, web micro-sites and web content that are part of the Xavier network shall be housed within the university's CMS and shall use approved designed templates and style sheets.

All files for posting must be approved by submitting to the department's Director or Division Chair and, in some instances, the President or the Provost. It is the responsibility of the staff person requesting information for posting to secure that approval.

EXTERNAL WEBSITE CREATION POLICY

PURPOSE

This policy aims to regulate the creation of external websites by employees, contractors, or any affiliated individuals of Xavier, ensuring compliance with security standards, brand consistency, and legal requirements.

SCOPE

This policy applies to all employees, contractors, interns, volunteers, and any other individuals representing Xavier.

POLICY

Authorization Requirement

Employees or individuals associated with Xavier must obtain explicit authorization from University Communications before creating any external websites.

Authorization requests must include details such as the purpose of the website, intended audience, domain name, and proposed content. Some websites may be rejected due to conflict with SEO optimization with XULA.edu internal webpages.

Compliance

All external websites created under the authorization of Xavier must comply with relevant laws, regulations, and organizational policies, including but not limited to privacy, accessibility, copyright, branding, and SEO guidelines.

Security Measures

External websites must adhere to security standards defined by Xavier's OTA, including secure hosting, regular updates, encryption where necessary, and protection against common vulnerabilities.

Brand Consistency

External websites representing Xavier must maintain brand consistency in design, messaging, and content. The use of logos, colors, and other branding elements must align with the organization's brand guidelines.

EXTERNAL WEBSITE CREATION POLICY (CONT.)

Responsibility

The creator of an external website is responsible for its maintenance, updates, and adherence to this policy throughout its lifespan.

Any issues, concerns, or security breaches related to an external website must be reported immediately to University Communications and OTA.

WEBSITE MANAGEMENT PROCEDURE

CONTENT CHANGES AND SHORT VERSUS LONG-TERM PROJECT

When requesting changes or updates to the website, include as much information and directives as possible. This streamlines the process and increases accuracy.

Below are some common requests and some of the pertinent information that should be submitted with them at help.XULA.edu.

Update an existing webpage

- Replacing text: Designate the text that you wish to replace and provide the new text that will replace it.

- Inserting text: Provide the text that you would like to insert and the location on the page where it should be inserted.

- Replacing images: Share the image(s) you would like to replace, including its location on the page, and provide the new image(s).

- Inserting images: Provide the image(s) that you would like to insert and the location where you would like them to be inserted.

In addition to the above, provide any other relevant information, such as the specific webpage and section where the changes need to be made, the deadline for completion, and any other specific requirements or preferences that you may have.

Some updates may take longer to complete. After submitting a request, the team will inform you of an expected publication date based on workload and the types of changes needed.

WEBSITE MANAGEMENT PROCEDURE (CONT.)

SHORT-TERM WEB PROJECTS

Short-term projects include content overhauls. This means updates are needed to multiple bodies of text or images on a page, or one image/piece of information needs to be changed across multiple pages. See the steps outlined below for short-term web projects.

- **Submission Process:** Before submitting content for a requested change, ensure that ALL submitted content and change requests have been reviewed and approved by the appropriate department head. Departments shall adhere to their internal processes for approving changes or content, which must be approved by Deans, Department Heads, Team Leaders, or other authorized persons.

- **Evaluation:** Upon receipt of your project submission, the team will evaluate the project and assess the suitability, quality, and alignment of the project with Xavier's objectives. Some projects may require additional approval.

- **Initial Review:** The University Communications team will conduct an initial review to ensure it meets our criteria and guidelines. In case your project does not meet our criteria, you will receive constructive feedback outlining the reasons for the decision.

- **Initial Response:** You will receive a confirmation email acknowledging the receipt of your project. This email will also include an estimated timeline for the evaluation process. The team or will reach out to the requestor with any changes that need to be made for the submission to meet Xavier guidelines. Provide all additional requested materials and information as soon as possible. Otherwise, the project may be delayed or moved down in the queue to complete other projects. Note- the expected publication date may need to be adjusted based on workflow and institutional priorities.

- **Feedback:** You will be sent a link to review the updates. If you have any questions, feedback, or changes, inform the website team as soon as possible.

WEBSITE MANAGEMENT PROCEDURE (CONT.)

NEW WEBPAGE CHECKLIST

Usually, new webpages are classified as short-term projects. All new webpages are subject to approval by University Communications and the relevant department head/VP. Some pages may require additional approval. All submitted information should have been reviewed and approved by the relevant department head/VP. When submitting a ticket for a new webpage via help.XULA.edu, include the below information:

- **Page title:** The page title should be clear, concise, and relevant to the page's content.

- **Preferred completion date:** This allows the website team to effectively prioritize and streamline workflow.

- **Preferred location within the Xavier website:** Consider how users can find the page. The page should be placed in a location that is easy for users to find. What department/division does the new page fall under?

- **Content of page:** The content of the page should be well-written and informative. It should be relevant to the target audience and provide value.

- **Links to any other webpages/documents/email addresses from page(s):** Include links to other relevant webpages, documents, or email addresses. This will help users to find more information about the topic.

- **Any images or documents to be uploaded to page(s):** Include any relevant images and documents. Images are great for grabbing attention, and infographics can help people understand information. Images should be high-quality and relevant to the purpose of the page. All graphics, including infographics, must follow Xavier branding guidelines.

- **Deletion date (if applicable):** Some pages may only need to be visible temporarily. If the page is only temporary, include the expected deletion date. This will allow visitors to know when the page may not be available anymore and where they can be redirected. If the deletion date changes, notify the website team immediately.

WEBSITE MANAGEMENT PROCEDURE (CONT.)

LONG-TERM WEB PROJECTS

Some projects may be evaluated as being long-term. Long-term projects, defined as those requiring substantial time and resources, typically take 30 days from the date of submission to complete. This timeline allows the team to ensure accuracy and efficient execution.

Follow the submission steps outline above. Include all necessary assets, content, specifications, and any other additional materials requested by our website team.

- If designated a long-term project, the team may reach out to you and set up an internal consultation to better gauge the timeline of the project and go over any missing materials.

- The web team may provide recommendations as topic experts on various aspects of the request, including the location on the website, content, application/use of the information, and more.

- Provide all requested materials and information within 7 business days. If a project has been moved to a low-priority status due to delayed information submission, it will be queued behind other projects that have adhered to the timeline requirements and publication may be delayed. The team will make reasonable efforts to accommodate the project within the revised timeline, but it may experience additional delays based on workflow and institutional priorities.

- Throughout the project timeline, the team will maintain communication with the project owner to provide updates, reminders, and any necessary clarifications regarding the information required.

GRAPHIC DESIGN

If you have a Xavier event that is open to the public and will be disseminated externally on public mediums such as the website or on social media, graphic design of a promotional flyer or banner and other such collaterals to promote that event may be requested from University Communications. In some cases, a templated design may be provided to the requestor to populate and print using the requesting department's budget code.

Requests must be submitted at least three weeks prior to your department's event. All details, including who, when, where, intended purpose of the graphics request, and what essential graphic components or logos must be provided. If the request is approved, the graphics will be designed to follow all university branding guidelines as determined. A proof of the collateral graphic will be provided to the requestor, from which all edits must be noted by all requestor stakeholders and signed off on by the requesting division chair or VP before edits are submitted. Once the approved edits are made, the graphics will be shared with the requestor electronically via email or OneDrive. Any collateral printing orders are the responsibility of the requesting person or department. **There is an 8-10 business day turnaround time for all graphic design requests.**

University Communications also created file folders for each office, department and division that include the department's transparent logo file, a branded PowerPoint presentation template, an electronic Letterhead, and a mock of office/department table cover.

CANVA TEMPLATES

All departments/offices have access to pre-branded graphic design templates that include different flyers, presentations, social media graphics, etc., through Canva. Each Canva account should be created using a Xavier University email address. Each department will share an account so it is asked that a general password be created that can be shared with other office/department members. Please contact the University Communications office for access.

BRAND MANAGEMENT

Our brand identity serves as a recognizable visual identity for our various audiences. Developing communications that comply with the Xavier University brand identity is vital to these efforts.

GRAPHIC DESIGN
(CONT.)

THE XAVIER SEAL

No internal or external individual or entity is authorized to use the seal in any way without prior authorization.

PROOFREADING

Both the requesting department and our office share responsibility for proofreading. Please read over your proof carefully to avoid any errors (spelling, wrong contact information, etc) on all print items. Final checking is always the responsibility of the requesting department. Proofs are exchanged after every major alteration. Prior to printing, a final proof will be provided and your document/graphic must be **final approved** before dissemination.

APPROVAL

All requests must be approved by the respective department Directors/VPs. Final graphics require approval as well as the requesting department Director prior to dissemination or printing.

PRIORITY JOBS

Depending on the scope of the project, the production time needed to complete your project will be determined by its priority level and complexity, as well as the current workload. So, we need any request at least three weeks in advance of the date on which you need the finished piece to ensure that we can meet your design and printing needs.

Our office is available to review your request and discuss a reasonable time frame.

OUTSOURCING GRAPHIC DESIGN PROJECTS

We recommend that large-scale publications books/booklets be outsourced to an outside vendor. The vendor will design and print the material within a suitable time frame for the client. The final proof will be sent to us for branding approval.

INVOICING AND PURCHASE ORDERS

A PO MUST be created and submitted to the printer before printing is completed. Please follow the proper protocol for submitting POs to vendors. Once a printer has completed your job, you will be invoiced for the total amount. All invoices will be submitted to the Accounts Payable department.

APPROVED VENDORS

THE FOLLOWING VENDORS ARE APPROVED FOR XAVIER UNIVERSITY.

DACO LLC

Contact: Learnard Dickerson

1-800-683-3913 (Office) • 662-352-4599 (Cell) • 662-368-1378 (Fax)

www.dacollc.com

Printers Wholesale Group

Contact: Donna Triay

3801 N. Causeway Blvd. • Suite 203 • Metairie, LA 70002

(504) 885-1622 • (504) 885-1022 (Fax)

Web Page -www.printerswholesalegroup.com

Mele Printing

Contact: Dennis J. Linehan, Jr.

Corporate Sales Executive

619 N. Tyler Street | Covington, LA 70433

email: DennisL@meleprinting.com • Phone: 504-836-0444 | (Cell) 504-722-6633

INTERNAL COMMUNICATIONS PROCEDURES

University Communications is responsible for communicating with faculty, staff, and students via newsletter. Anyone wishing to submit articles for inclusion in either publication can do so by sending the information to University Communications using the submission info detailed in each newsletter.

The editorial staff has the right to edit, rewrite, and approve all submissions before publication and/or dissemination. Departments with stories to share but in need of help drafting an article may request assistance.

Approval

All requests must be approved by the respective department Directors/VPs. Final internal communications postings require the approval of the Director of Marketing and Communications or designee.

PRESIDENTIAL COMMUNICATIONS POLICIES

University Communications is responsible, in collaboration with the administrative staff of the Office of the President, to vet and confirm appearances of the president and his participation in events, forums and outreach activities. Requests for the president's participation should be submitted to his scheduling team/administrative staff with all event details (date, location, purpose, topic, and benefit to the institution). These will then be vetted. This process will allow the university to meet the priorities of the institution, manage the president's schedule for maximum benefit to the university, and appoint the correct member of the cabinet, dean, or other representative(s) to attend your event.

Requests will be evaluated based on institutional objectives, the annual priorities of the president, the cabinet and board of trustees, and other considerations.

EVENT REPRESENTATION

The President's Office has a list of university representatives authorized to represent Xavier at approved events. In some instances, the president may be unavailable or deem another administrator as the most appropriate representative. This could include the provost, dean, a member of the cabinet or faculty/staff leadership as the approved representative of the university. A minimum six-week notice is requested for event appearances.

CORRESPONDENCE FROM THE PRESIDENT

For correspondence from the president in support of area initiatives, the requesting department should submit the purpose, facts, and timeline of the dissemination. The requesting department should submit a draft of the correspondence to University Communications for review and editing. The Associate Vice President of University Communications will make final edits and submit for approval of presidential signature. Some letters may be deemed more appropriate for signature by members of the cabinet or the leadership team. A minimum four-week notice is requested for correspondence.

PRESIDENTIAL COMMUNICATIONS POLICIES (CONT.)

DOCUMENT SIGNATURES

All documents for signature must be delivered to the president's suite and signed in for processing. Documents must be delivered to the President's office a minimum of 72 business hours prior to the requested date due back to the submitter to allow ample time for review and processing. Submitters will be contacted with any questions or edits and to pick up the signed document. Documents must be signed back out to maintain a log and provide document control.

FOR OFFICE OF THE PRESIDENT APPEARANCES/COMMUNICATIONS

Email president@XULA.edu to request an appearance. Email Leslie D. Rose at ldrose@XULA.edu for presidential communications and media requests.

APPROVAL

All requests must be approved by the respective department Directors/VPs. Final representation and/or correspondence require the review of the Associate Vice President of University Communications and the requesting department Director.

UNIVERSITY SEAL

VERTICAL AND HORIZONTAL

The full-color Xavier University seal in vertical and horizontal form should be the primary seal lockup used in all external-facing documents. The seal lockup can be used in either a vertical or horizontal configuration. All uses of the University Seal must be Approved by University Communications.
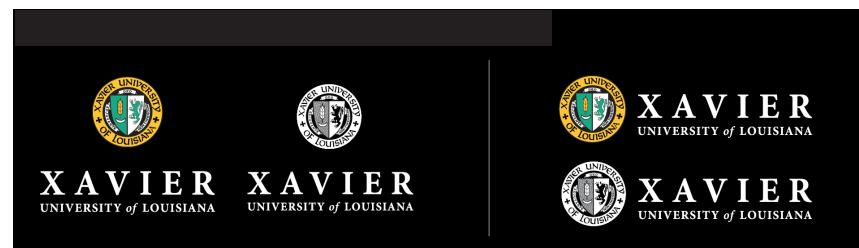
LOGO INTEGRITY

To ensure the integrity of the Xavier brand, it is important to not manipulate the format of the seal. Never tilt, reshape, reformat, or stretch the seal markup in any way. Do not overlay the logo on an image where it becomes difficult to see. Never add your own typefaces or graphic elements to the seal.

UNIVERSITY CENTENNIAL SEAL

The Xavier University Centennial seal was developed in 2022 as an umbrella identity for all activities related to the institution's 2025 centennial celebration year. The identity needed to align to brand standards while clearly articulating the anniversary. Its iconography is based on the university's official seal. None of the elements may be altered in any way. Use only the digital artwork located here: *The Xavier Brand*. The use of this seal expires on **January 17, 2026**.

ALTERNATE COLORWAYS

LOGO INTEGRITY

To ensure the integrity of the Xavier brand, it is important to not manipulate the format of the seal. Never tilt, reshape, reformat, or stretch the seal markup in any way. Do not overlay the logo on an image where it becomes difficult to see. Never add your own typefaces or graphic elements to the seal.
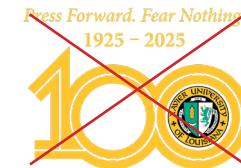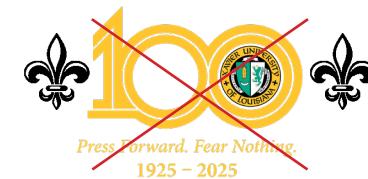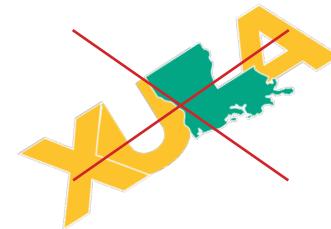
XAVIER UNIVERSITY LOGOS

The Xavier logo was developed to brand an informal identity of Xavier University. To accommodate different design possibilities, several approved logos are available. Choose the version that best suits the style of your communications piece. The Xavier logo should not be altered in any way.

ALTERNATE LOGOS & COLORWAYS

LOGO INTEGRITY

XAVIER UNIVERSITY BRAND COLORS

GOLD HEX #FFC530 PMS 123C RGB 255,197,48 CMYK 0,24,91,0	WHITE HEX #FFF PMS WHITE

BLACK HEX #000 PMS BLACK	HEX #00A887 PMS GREENC RGB 0,168,134 CMYK 100,0,65,0	HEX #F2F2F3 PMS 179-1-U RGB 242, 242, 243 CMYK 0, 0, 0, 5	HEX #DADBDC PMS COOL GRAY 1C RGB 218, 219, 220 CMYK 1, 0, 0, 14	HEX #939393 PMS COOL GRAY 7C RGB 147, 147, 147 CMYK 0, 0, 0, 42

PRIMARY BRAND COLORS

Xavier University gold (Pantone 123C) and white are Xavier's primary colors.

SECONDARY BRAND COLORS

The secondary color palette is provided to aid the design of communications that reflect Xavier University's brand in tone and style through consistent use of color.

Although the university's primary colors are gold and white, marketing communications can be made more effective and compelling with a more flexible and sophisticated use of color harmony and contrast. Colors are rendered on screen from official Hex values. Printed tones will vary.

These secondary colors have been inspired by the heritage of Xavier.

TYPOGRAPHY

WHEN TO USE PRIMARY OR SECONDARY TYPEFACES

The official serif typeface of the university is Montserrat and Minion Pro, which were chosen for their combination of traditional and contemporary styling. Secondary typefaces may be used only if the primary typefaces are not available.

PRIMARY TYPEFACES

Montserrat Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   1234567890

Montserrat Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   1234567890

Montserrat Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   1234567890

Minion Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   1234567890

Minion Pro Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   1234567890

Minion Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   1234567890

SECONDARY TYPEFACES

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   1234567890

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   1234567890

Georgia Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   1234567890

Georgia Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   1234567890

SCRIPT TYPEFACE

Blacksword
ABCDEFGHIJKLMNOPQRSTUVWXYZ
*abcdefghijklmnopqrstuvwxyz   123456789*

STATIONARY EXAMPLES

Mele Printing has set up a portal system for Xavier's Offices and Departments to order stationery. To order, please log into your account or click the link below to create a new account:

TO CREATE A NEW ACCOUNT:

https://www.meleprinting.com/customer_portal/customer-login.html

Click on "New User Request" and follow the steps and Mele will set up the account for you to order all stationery, i.e., business cards, letterheads, envelopes, labels etc. This will be your Department's account, so anytime you need to place an order you will log into this account moving forward. Also attached are generic estimates for business cards, LH, Env and labels. Please use these quotes to get an idea of the cost.
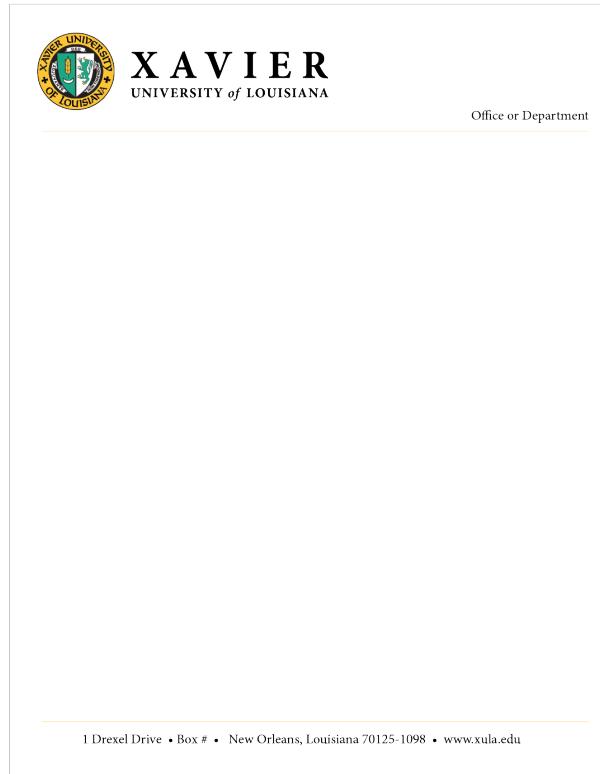
Letterhead

Business Card
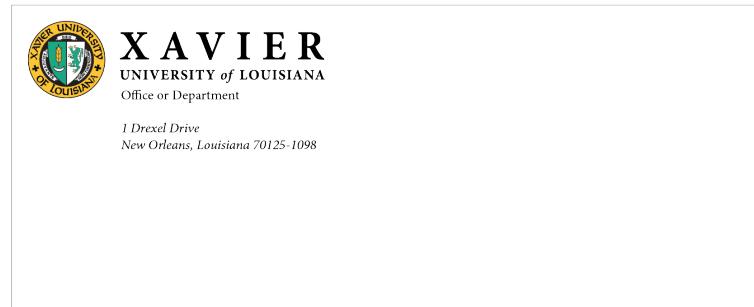
Envelope

DEPARTMENT & OFFICE WORD MARKS

Departmental word marks for university groups—also known as signature extensions or unit-specific lockups—follow a standardized and consistent visual hierarchy that supports the Xavier University brand while providing a clear and strong unit or group identifier. Eligible groups include all:

- Offices
- College of Pharmacy
- Academic and administrative units
- Departments
- Programs
- Centers and Institutes
- Student groups

Departmental word marks include two elements: the Xavier University seal and the department name, followed by the university affiliation. These components are always placed in a fixed relationship and should never be altered, modified or redrawn.

Department word marks are available as horizontal lockups in full-color and black-and-white variants. The two-line, color, horizontal signature is the preferred treatment for most applications.
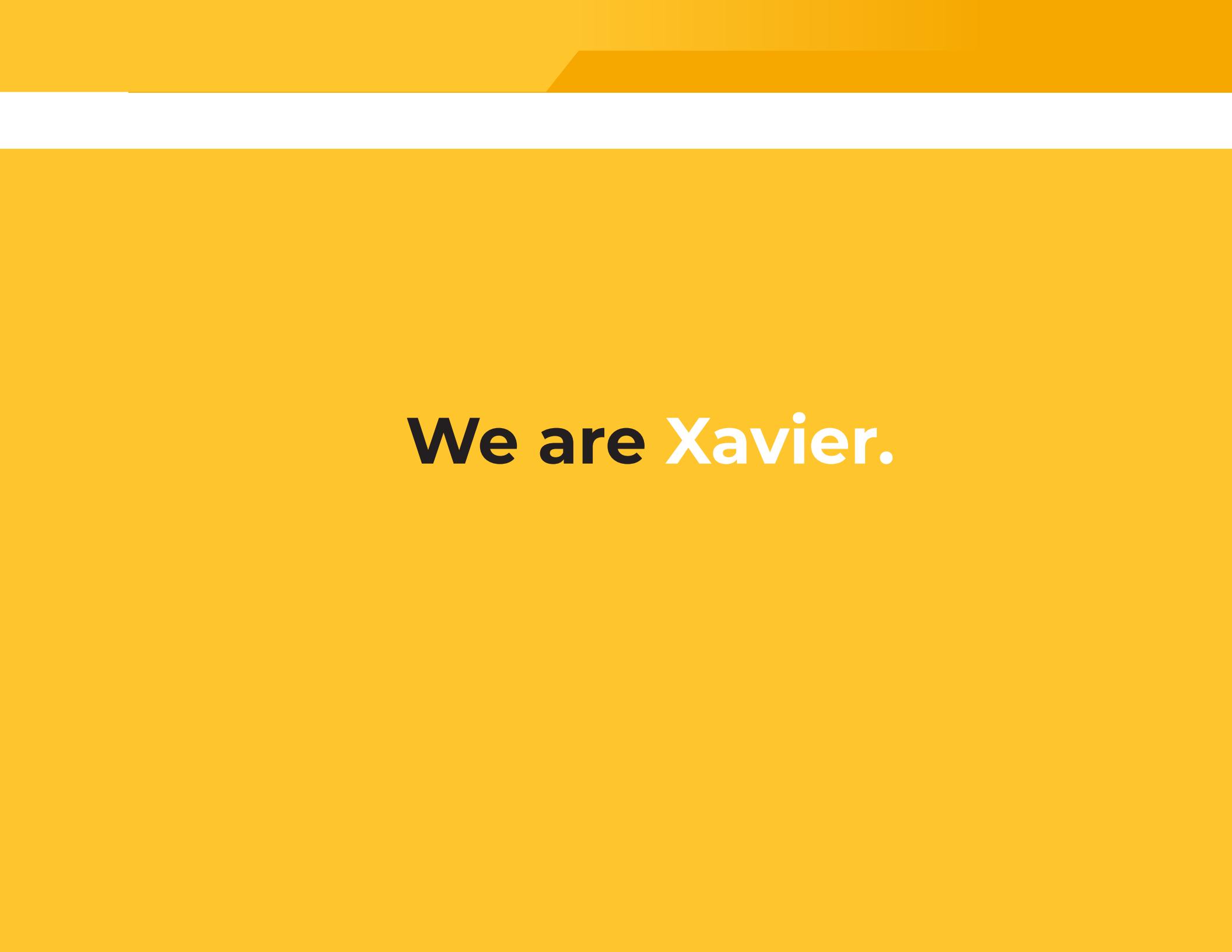
Department word marks are standardized throughout the Xavier University system. Nonstandard or custom marks of any kind—with the exception of those groups that have received a co-branding exemption—are not permitted.

Office of Admissions
XAVIER UNIVERSITY *of* LOUISIANA

Department of Biology
XAVIER UNIVERSITY *of* LOUISIANA

We are Xavier.